

Message Text

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ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W

-----111891 061215Z /43

R 060907Z SEP 77

FM AMEMBASSY BANGKOK

TO USDOC WASHDC

INFO SECSTATE WASHDC 5850

UNCLAS BANGKOK 19697

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJECT: WTDR/FTI: KARNASUTA GENERAL ASSEMBLY CO., LTD.

REF: USDOC 15184

1. THAILAND

OFFICE USE: 2. 549 3. 0027600 4. 01

5. KARNASUTA GENERAL ASSEMBLY CO., LTD.

6. P.O. BOX 1421; 98 SUKHUMVIT 26, PRAKANONG

7. BANGKOK 11

8. CONTACT: E.S.Y. HAN

9. TITLE: MANAGING DIRECTOR

OTHER OFFICIALS ARE: SERMSOOK BURANAPHAN, GENERAL AFFAIRS

MANAGER AND PIYA LERTVANANGKUL, EXECUTIVE DIRECTOR.

10. PHONE: 3917022 11. TELEX: CARS TH 2689

12. CABLE: CARS BANGKOK

13. ESTABL: 1960 14. EMPL: 387 15. SIZE: LARGE

16. REPUTATION: Y-EXCELLENT 17. RPT DATE: 09/77

OFFICE USE: 18. K 19. NA 20. X 21. NA 22. NA

23A. 37110/0235 MFR.IMP.AGT.DIST. OF MOTOR VEHICLES AND PARTS

24. FOREIGN SALES: NA

25. BANGKOK BANK LTD., 9 SUAPA ROAD, BANGKOK; KRUNG THAI BANK
LTD., 260 YAWARAJ ROAD, BANGKOK.

26. TRADE REFS: NA

27. FOREIGN FIRM REPRESENTED: FIAT, DIREZIONE ATTIVITA

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INTERNAZIONALI, AREA MERCATI EXTRA-EUROPEI, VIA 1. VIAN, 81

CASELLA POSTALE 1202, 10100 TORINO, ITALY FOR AUTOMOBILES.

28. POST EVALUATION: KARNASUTA GENERAL ASSEMBLY WAS INCORPORATED

IN 1960 BY A GROUP OF THAI BUSINESSMEN AND MR. E.S.Y. HAN (A
CHINESE OF DUTCH NATIONALITY WHO EMIGRATED FROM INDONESIA) WITH
AN AUTHORIZED CAPITAL OF \$253,500 (LATER INCREASED TO \$1,003,500).

THE INCHCAPE GROUP OF THE UNITED KINGDOM HAS OWNED 45 PERCENT

OF THE COMPANY'S EQUITY SINCE 1974. FIRM OPERATES AN AUTOMOTIVE ASSEMBLY PLANT IN BANGKOK TO ASSEMBLE PASSENGER CARS, TUCKS AND BUSES FOR FIAT, NISSAN, FORD AND SUBARU. IT LEASES A BUILDING OF 911 SQ.METERS, A FACTORY SPACE OF 14,306 SQ. METERS AND A STORAGE SPACE OF 7,884 SQ.METERS, LOCATED IN ONE OF BANGKOK INDUSTRIAL AREAS. ITS TOTAL INVESTMENT IN CAPITAL EQUIPMENT WAS REPORTED TO BE \$552,650. SUBJECT FIRM HAS AN ASSEMBLY ANNUAL PRODUCTION CAPACITY OF 4,784 UNITS BUT IT IS NOW OPERATING AT 59 PERCENT OF ITS CAPACITY. IT EMPLOYS 387 PEOPLE AND ITS TURNOVER IN 1976 WAS REPORTED TO BE \$15,655,619. ACCORDING TO BUSINESS REVIEW. FIAT PRODUCTS HAVE ABOUT 14 PERCENT SHARE OF THE PASSENGER CARS MARKET IN THAILAND. SUBJECT FIRM IS A MEMBER OF THE KARNASUTA GROUP WHICH INCLUDES KARNASUTA CORP. (HOLDER OF FIAT CAR MARKETING FRANCHISE FOR THAILAND); DIAMOND COACHES CO., LTD. (AN AIR-CONDITIONED BUS OPERATOR); BANGKOK INVESTMENT CO.,LTD. (LESSOR OF CARS); GENERAL DEVELOPMENT CO., LTD. (AN INVESTMENT FIRM) AND HAN CO. LTD. (IMPORTER AND DEALER OF SPARE PARTS). ITS MANAGING DIRECTOR, MR. E.S.Y. HAN WAS GRADUATED FROM GM'S INSTITUTE OF TECHNOLOGY. SUBJECT FIRM IS MEMBER OF THAI MANAGEMENT ASSOCIATION AND THE ASSOCIATION OF THAI INDUSTRIES. A LOCAL BANK REPORTS THAT SUBJECT FIRM IS ONE OF THE VALUED CUSTOMERS OF THE BANK. KARNASUTA GENERAL ASSEMBLY IS CONSIDERED TO BE AN EXCELLENT TRADE CONTACT FOR U.S. FIRMS.

29. PREP: SATHIT/SOMSAK APPR: JAMES H. SAVERY
O'DONOHUE
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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 06-Sep-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BANGKO19697
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770321-1158
Format: TEL
From: BANGKOK
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770997/aaaaddjj.tel
Line Count: 94
Litigation Code IDs:
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Litigation History:
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Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 17-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1383792
Secure: OPEN
Status: NATIVE
Subject: WTD/FTI: KARNASUTA GENERAL ASSEMBLY CO., LTD.
TAGS: BEXP, TH
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/a92c784d-c288-dd11-92da-001cc4696bcc
Review Markings:
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US Department of State
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